

## LISTING OF THE CLAIMS

### ***In the Claims:***

This listing of claims will replace all prior versions, and listings, of claims in the application.

#### **Listing of Claims:**

1. (Previously Presented) A method for enabling a web server to provide a commercial promotion, comprising the acts of:

- detecting a qualifying value of a commercial transaction;
- checking a database of promotions for presence of a promotion that includes the qualifying value; and
- when a promotion that includes the qualifying value is present in the database, associating the qualifying value of the promotion with a module of selectively executable compiled web server code residing on a server's body of compiled code, selecting the module of selectively executable compiled web server code and executing the module of selectively executable compiled web server code that provides the promotion,

wherein the associating is made explicitly by pointers that are included in terms of the promotions.

2. (Previously Presented) A method for enabling a web server to provide a commercial promotion, comprising the acts of:

- detecting a qualifying value of a commercial transaction;
- checking a database of promotions for presence of a promotion that includes the qualifying value;

when a promotion that includes the qualifying value is present in the database, determining a reward value of the promotion that includes the qualifying value based on associating a module of selectively executable compiled web server code residing on a server's body of compiled code made explicitly by pointers that are included in terms of the promotion; and

executing the module of selectively executable compiled web server code associated with the reward.

3. (Previously Presented) The method of claim 2, wherein the module is associated with the reward value by a pointer of the pointers.

4. (Original) The method of claim 3, wherein the pointer is in the database.

Claim 5. (Cancel)

6. (Original) The method of claim 2, further including the act of advancing a promotion counter in response to executing the module.

7. (Original) A method for enabling a web server to provide a commercial promotion, comprising the acts of:

detecting a qualifying value of a commercial transaction;

checking a database of promotions for presence of a promotion that includes the qualifying value;

when a promotion that includes the qualifying value is present in the database, determining whether the promotion that includes the qualifying value is active; and

when the promotion that includes the qualifying value is active, determining a reward value of the promotion that includes the qualifying value and executing a module of selectively executable compiled code associated with the reward value.

8. (Original) The method of claim 7, wherein the act of determining whether the promotion that includes the qualifying value is active further includes the act of checking a start date.

9. (Original) The method of claim 7, wherein the act of determining whether the promotion that includes the qualifying value is active further includes the act of checking a stop date.

10. (Original) The method of claim 7, further including the act of advancing a promotion counter in response to executing the module.

11. (Original) Programmable media containing programmable software for enabling a web server to provide a commercial promotion, the programmable software comprising the steps of:

detecting a qualifying value of a commercial transaction;

checking a database of promotions for presence of a promotion that includes the qualifying value; and

when a promotion that includes the qualifying value is present in the database, executing a module of selectively executable compiled web server code that provides the promotion.

12. (Original) Programmable media containing programmable software for enabling a web server to provide a commercial promotion, the programmable software comprising the steps of:

detecting a qualifying value of a commercial transaction;

checking a database of promotions for presence of a promotion that includes the qualifying value;

when a promotion that includes the qualifying value is present in the database, determining a reward value of the promotion that includes the qualifying value; and

executing a module of selectively executable compiled code associated with the reward value.

13. (Original) The programmable media containing programmable software of claim 12, wherein the module is associated with the reward value by a pointer.

14. (Original) The programmable media containing programmable software of claim 13, wherein the pointer is in the database.

15. (Original) The programmable media containing programmable software of claim 13, wherein the module is associated with the reward value implicitly.

16. (Original) The programmable media containing programmable software of claim 13, further including the act of advancing a promotion counter in response to executing the module.

17. (Original) Programmable media containing programmable software for enabling a web server to provide a commercial promotion, the programmable software comprising the steps of:

detecting a qualifying value of a commercial transaction;

checking a database of promotions for presence of a promotion that includes the qualifying value;

when a promotion that includes the qualifying value is present in the database, determining whether the promotion that includes the qualifying value is active; and

when the promotion that includes the qualifying value is active, determining a reward value of the promotion that includes the qualifying value and executing a module of selectively executable compiled code associated with the reward value.

18. (Original) The programmable media containing programmable software of claim 17, wherein the act of determining whether the promotion that includes the qualifying value is active further includes the act of checking a start date.

19. (Original) The programmable media containing programmable software of claim 17, wherein the act of determining whether the promotion that includes the qualifying value is active further includes the act of checking a stop date.

20. (Original) The programmable media containing programmable software of claim 17, further including the act of advancing a promotion counter in response to executing the module

21. (Previously Presented) The programmable media containing programmable software of claim 11, wherein the programmable software enables one of adding, ending and changing of the promotion by interacting with the database through a database editor.

22. (Previously Presented) The method of claim 2, wherein the database stores terms of the promotion and information identifying the module of selectively executable compiled web server code, and wherein the method further comprises:

creating and defining the promotion by entering the terms of the promotion into the database; and

adding, ending or changing of the promotion by interacting with the database through a database editor.

23. (Previously Presented) The method of claim 7, wherein the database stores terms of the promotion and information identifying the module of selectively executable compiled code, and wherein the method further comprises:

creating and defining the promotion by entering the terms of the promotion into the database; and

adding, ending or changing of the promotion by interacting with the database through a database editor.